

CIRCULATION AND READERSHIP

Paid circulation	132,523*
Readers per copy	2†
Subscription rate	\$79.95 per year
Cover price	\$8.95 per copy

SUBSCRIBER PROFILE †

DEMOGRAPHICS

Age	68
Male	79%
Female	21%
Education	96% completed college 79% hold postgraduate degrees
Average household income	\$239,000
Average household net worth	\$1,758,000
Net worth of \$1,000,000+	52%

READER INVOLVEMENT

Time spent reading the last issue of <i>The New York Review</i>	2.5 hrs
Average length of subscription to <i>The New York Review</i>	11+ yrs

ART & CULTURE

In the past twelve months...

visited a museum	81%
attended the theater	57%
attended the opera	28%
enrolled in continuing education course	22%

TRAVEL

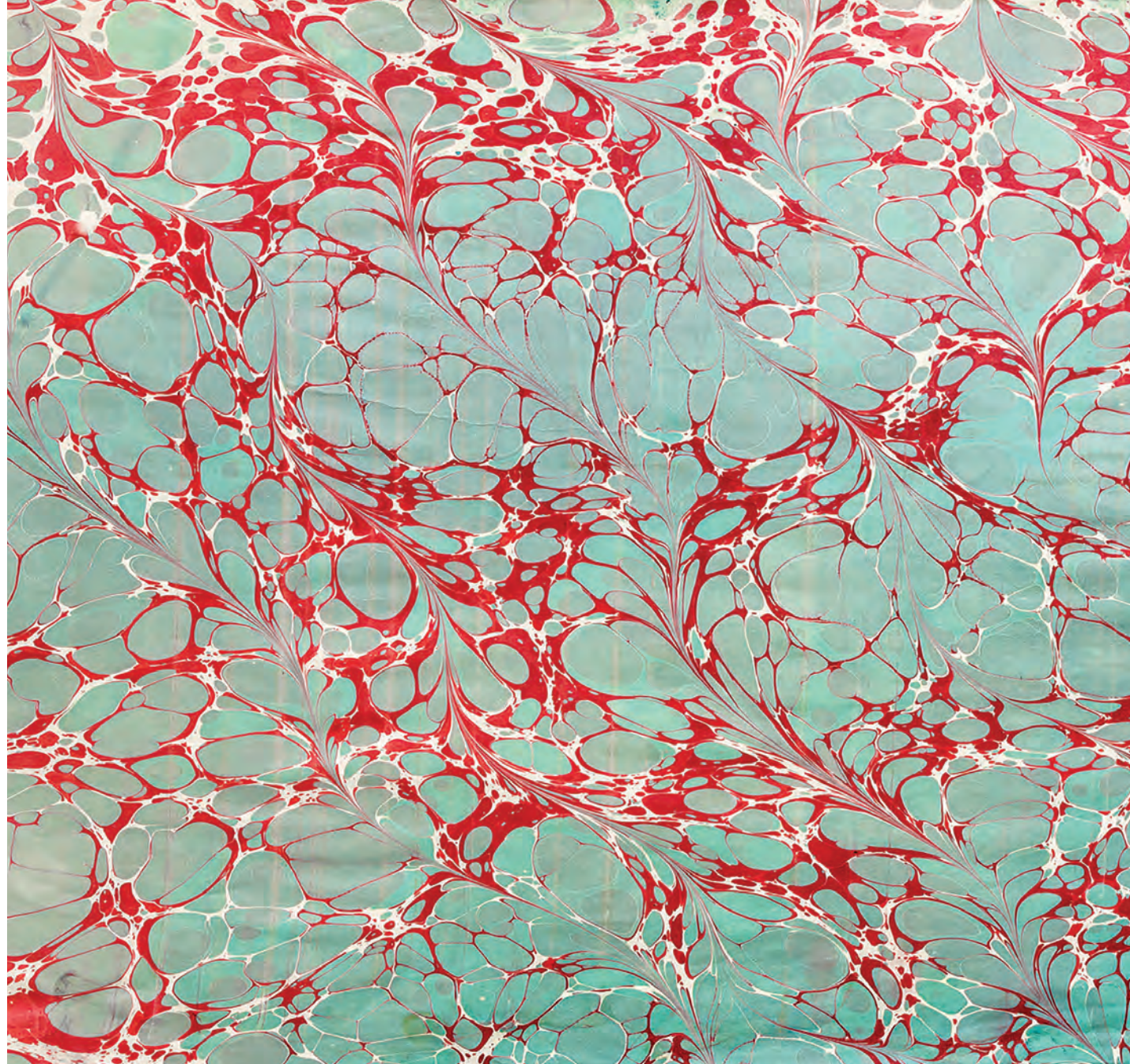
Plan to take a vacation trip in the next 12 months	79%
<i>Types of trips planned</i>	
Leisure	57%
Educational / Cultural	63%
Active / Adventure	20%

INTERNATIONAL TRAVEL

Plan to take a trip abroad	69%
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*Alliance for Audited Media for period ending June 30, 2017

†Source: 2017 New York Review of Books Subscriber Survey



SEND MATERIAL AND CORRESPONDENCE TO:

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2018
CLASSIFIED ADVERTISING
RATE CARD

The New York Review of Books

PUBLICATION SCHEDULE

COVER DATE	SALE DATE	SPECIAL ISSUE	COPY & PAYMENT DUE
Jan 18, 2018	Jan 4, 2018	MLA ISSUE <i>On sale 3 weeks</i>	Dec 12, 2017
Feb 8	Jan 25		Jan 4
Feb 22	Feb 8		Jan 16
Mar 8	Feb 22		Jan 30
Mar 22	Mar 8		Feb 13
Apr 5	Mar 22	SPRING BOOKS ISSUE	Feb 27
Apr 19	Apr 5	LONDON BOOK FAIR ISSUE <i>On sale 3 weeks</i>	Mar 13
May 10	Apr 26	ART ISSUE	Apr 3
May 24	May 10		Apr 17
June 7	May 24	BOOKEXPLO ISSUE <i>On sale 3 weeks</i>	May 1
June 28	June 14	UNIVERSITY PRESS ISSUE <i>On sale 3 weeks</i>	May 22
July 19	July 5	<i>On sale 4 weeks</i>	June 12
Aug 16	Aug 2	SUMMER ISSUE <i>On sale 6 weeks</i>	July 10
Sept 27	Sept 13	FALL BOOKS ISSUE	Aug 21
Oct 11	Sept 27		Sept 4
Oct 25	Oct 11	FRANKFURT BOOK FAIR ISSUE	Sept 18
Nov 8	Oct 25	ELECTION SPECIAL	Oct 2
Nov 22	Nov 8		Oct 16
Dec 6	Nov 22		Oct 30
Dec 20	Dec 6	HOLIDAY ISSUE <i>On sale 4 weeks</i>	Nov 13
Jan 17, 2019	Jan 3, 2019	MLA ISSUE <i>On sale 3 weeks</i>	Dec 11, 2018

CLASSIFIED DISPLAY

1 time	\$292.00 per column inch
2–4 times	\$262.80 per column inch
5–9 times	\$248.20 per column inch
10–19 times	\$219.00 per column inch
20 times	\$175.20 per column inch
Typesetting	\$75
Four color	\$75 per insertion
Dimensions: Column width is 2.25 inches.	
Minimum depth is 1 inch.	

GENERAL CLASSIFIED LISTINGS

All listings other than Personals and Personal Services

1 time	\$6.15 per word
2–4 times	\$5.80 per word
5–9 times	\$5.50 per word
10–19 times	\$5.20 per word
20 times	\$4.90 per word
Box fee	\$32.50 per insertion
Color rental photo	\$75

PERSONALS AND PERSONAL SERVICES

1 time	\$5.85 per word
2–4 times	\$5.35 per word
5–9 times	\$4.90 per word
10–19 times	\$4.75 per word
20 times	\$4.60 per word
Box fee	\$32.50 per insertion

Minimum requirement: 15 words

The box fee includes forwarding for six months and the additional words in each listing: “NYR Box 00000.”

Telephone number counts as one word; e-mail address counts as two; website counts as three.

TERMS AND FREQUENCY

- ▶ All rates are per issue.
- ▶ A contract year is twenty consecutive issues. Time discounts apply only to advertisements inserted during one contract year.
- ▶ Ads must arrive by mail, fax, or e-mail along with name, billing address, and daytime telephone number. If address and telephone number are not provided, *The New York Review* will not be responsible for printing errors or omissions.
- ▶ Ads will not be taken over the phone.
- ▶ All orders must be prepaid. We accept payment by US check, money order, or credit card: American Express, MasterCard, or Visa.
- ▶ All contents are subject to the Publisher’s approval. Publisher reserves the right to reject or cancel any advertising at any time.

DIGITAL REQUIREMENTS

Preferred format for classified display ads: High-resolution PDFs with fonts embedded or outlined.

CLASSIFIEDS ONLINE

All Classified Listings and Classified Display ads will be included on *The New York Review of Books’s* website (www.nybooks.com) at no additional charge.

To purchase web ad impressions on our website, please call (212) 293-1630.

TYPESETTING

The Review would be happy to help you design your ad. Please send ad copy and design inquiries to classified@nybooks.com. All display ads are available in four color.